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VAGUE
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Promotion Coordinator
Process Standardization

Job Acct.	Process/Procedures	Recommendations
[redacted]	• VAP agreements will no longer be required from retail accounts.	Selling Arm to position change with direct and Retail Accounts as part of our Bundle Program. RJR to be accountable for residual issues when they occur.
	• Promotion Coordinator to audit addition and deletions of VAP wholesale number and Direct Account's customer number.	Sales Rep ability to input VAP Wholesaler on line w PC audit approval. Also should input customer number
	• Review Workplace Packet and develop Region execution calendar.	
	• Communicate workplace packet, in its entirety, via e-mail to Sales Reps.	
	• Communicate necessary workplan information to Retail Reps. (Hard Copy)	Home Office designs RR workplan information mini packet.
	• Verify workplan allocations for execution . (Model)	Home office should supply formulas to calculate mix in SKU's
	• Communicate and confirm SKU quantities for new accounts with Selling Arm (N8A).	
	• Tweak quantities on Model by promotion to balance region allocations.	
	• Templates generated, printed and reviewed.	Eliminate this procedure and have ROU's order for Sam's
	• Communicate Sam's Club quantities.	
	• Execute VAP product transfer via BPE. (after transfer manual process begins) - Round case quantity by Direct Account to match displays. - Determine exception accounts who do not meet case requirements for promotion. - Communicate to Field Direct and Retail accounts not receiving Promotion. - Residuals display locations are identified by direct account. ROU to round up or down. - ROU adds or deletes accounts based on rounding for the direct account. - ROU notifies field of quantity additions and deletions.	Automate this manual process. Base line > 15 cartons gets promotion < 15 cartons does not get promotion.

Promostd

Source: https://www.industrydocuments.ucsf.edu/docs/jrpy0000

Promotion Coordinator
Process Standardization

Job Acct.	Process/Procedures	Recommendations
[redacted]	• Execute VAP display transfer via BPE (Manual Process) - Communicate via e-maiL display transfer to affected Regions.	Automation will eliminate this process.
	• Transfer template quantities to an Excel spreadsheet (Manual Process) - Enter SKU quantity by Direct Account - Calculate product quantity (cases), by Direct Account and brand style, - Calculate number of displays product equates to.	Automate this entire process.
	• Order Promotion product from RJR Customer Service via fax - Determine gratis tax stamp requirements by Direct Account by State - Supply order department with dummy PO #'s, delivery dates, cases quantities, special instructions. - Customer service to communicate EFT amounts once orders are placed.	Orders should be E-Mailed to Customer Service Department eliminate fax orders. E-Mailed to ROU
	• Order displays and packing materials to each direct account within time frame. Update spreadsheet with order numbers.	Automate this process by staging orders based on transfers in BPE. PC to approve order when in staged status.
	• Create Direct Account Packets with promotion information which includes: UPC codes, display information, Partners reporting code, DTS, product \ display allocations, packing \ shipping payments, packing information, EFT amounts. Include MSA reporting date (three weeks from DTS). Attach cover sheet, assembly instructions and direct account template. Payment authorization is included. Send packets to direct accounts with copies to responsible RJR personnel via US Mail or e-maiL.	Develop method to utilize mail merge documents so they can be E-Mailed to RJR personnel. Provide ROU's with E-mail capability to receive Ability to e-mail to Sales Personnel
	• Communicate sku quantities via N85. Sales Reps receive independent and chain responsibility within their territory. Retail Reps receive all chains within their territory.	Generic templates need capability to print Vap Supplier number.
	• Once AM verifies shipment, account is paid for shipment.	Utilize one standard form to communicate promotion specifics and make VAP payment.

Source: https://www.industrydocuments.ucsf.edu/docs/jrpy0000

Promotion Coordinator
Process Standardization

51844 7436

Job Acct.	Process/Procedures	Recommendations
[redacted]	Going forward DPC process should be handled same as VAP outlined above.	
[redacted]	• Representative obtains Direct Account Product Line Numbers from Account • Supplies information to Promotion Coordinator ROU. • Promotion Coordinator inputs line numbers in SIS via Wholesale product line number function. • Informs Field employees new numbers have been placed in system and their Laptpos will be updated on the next full download.	Reduce the number of Brand descriptions in this function. Standardize the brand descriptions Eliminate Forsyth brands. Have the ability to type add brand styles.

Promostd

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